

**Full Page: 7.75 x 10.25 (7 ¾ x 10 ¼) \$300**

## **2012 CHÁVEZ COMMISSION/HISPANIC HERITAGE MONTH SOUVENIR BOOK AD SPEC SHEET**

- ☐ Full Page Ad/\$300
- ☐ Half Page Ad/\$175
- ☐ Quarter Page Ad/\$100
- ☐ Business Card/ \$50
- ☐ Patron Ad/\$25

### **PRINT & PRODUCTION INFO:**

- No bleeds (To accommodate 8.5x11 format)
- Sizes are actual sizes to allow for gutter
- Printer line screen will be 150
- Acceptable Formats: PDF file

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

### **HALF PAGE: 7.75 x 4.75 ( 7 ¾ x 4 ¾) \$175**

#### **QUARTER PAGE: 3.5 x 4.75 (3 ½ x 4 ¾) \$100**

#### **Send Electronic Files to:**

Vicky Garcia  
110 W. Michigan Avenue, Ste. 900  
Lansing, MI 48933  
(517) 373-8339  
E-mail: hlcom@michigan.gov

Total Cost: \$ \_\_\_\_\_

#### **PLEASE MAKE CHECKS PAYABLE TO:**

Chávez/HHM

#### **SEND CHECKS TO:**

Chávez/HHM  
P.O. Box 10096  
Lansing, MI 48901-1002

#### **CREDIT CARD PAYMENTS:**

Call the office to process (517) 373-8339

#### **BUSINESS CARD AD: 2.25 X 3.5 (2 ¼ X 3 ½) \$50**

All advertisers must submit their Ads in Digital File or Black and White copy.

#### **Ads must be received no later than**

**September 21, 2012.** Ads received after deadline will not be guaranteed placement in the printed program and may be subject to a \$50.00 late fee.

**Join us at the 17<sup>th</sup> Annual César E. Chávez  
Dinner & the 14<sup>th</sup> Annual Hispanic Heritage  
Month Celebration.**

**Friday, October 5, 2012  
at the Best Western Plus Hotel, Lansing**